

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Odium Group		09/25/2008	CORPORATION:
RECEIVING PARTY DATA			
Name:	Sturm Foods, Inc.		
Street Address:	215 Center Street		
City:	Manawa		
State/Country:	WISCONSIN		
Postal Code:	54949		
Entity Type:	COMPANY:		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1494429	MCCANN'S	
Registration Number:	1493374	JOHN MCCANN'S	
Registration Number:	2398570	MCCANN'S QUICK BREAD	
CORRESPONDENCE DATA			
Fax Number:	(214)999-7954		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	214-220-7954		
Email:	mgross@velaw.com		
Correspondent Name:	MICHELLE GROSS		
Address Line 1:	2001 ROSS AVE, SUITE 3700		
Address Line 4:	DALLAS, TEXAS 75201		
NAME OF SUBMITTER:	Michelle Gross		
Signature:	/M. Gross/		
Date:	10/09/2008		

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TRADEMARK
REEL: 003868 FRAME: 0173

Total Attachments: 3

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ASSIGNMENT OF TRADE MARKS

DATED 25th September 2008

WHEREAS, Odlum Group, a corporation of Ireland, with a business address of 151 Thomas Street, Dublin 8, Ireland ("**Assignor**"), has adopted, used, and is the owner of the trademarks MCCANN'S, JOHN MCCANN'S and McCANN'S QUICK BREAD which are the subject of United States Trademark Registration Nos. 1,494,429, 1,493,374 and 2,398,570, respectively (collectively, the "**Marks**"); and

WHEREAS, pursuant to that certain Asset Sale and Purchase Agreement, dated of even date herewith (the "**Purchase Agreement**"), by and between Assignor and **STURM FOODS, INC.** a company incorporated in the State of Wisconsin, United States of America, having its registered office of business at 215 Center Street, Manawa, WI 54949 ("**Assignee**"), Assignee has the right to acquire all of Assignor's worldwide rights, titles and interests in and to the Marks.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor and Assignee hereby agree as follows:

1. Assignor hereby assigns, transfers, conveys, delivers and contributes to Assignee, and Assignee hereby accepts, all of Assignor's worldwide rights, titles and interests in and to the Marks, together with the Goodwill of the Business symbolized by the Marks, including, without limitation, any and all causes of action and other rights assertable under the Marks, the right to sue third parties for infringement of or improper activities regarding the Marks, and the right to enjoy all of the monetary benefits obtained as a result of any such litigation, the same to be held and enjoyed by Assignee, its successors and assigns, as fully and entirely as the same would have been held and enjoyed by Assignor had this Assignment not been made.

2. Assignor shall discontinue all use of the Marks as of the date hereof, and shall not thereafter use the Marks or any mark or name confusingly similar thereto. Assignor agrees it will not, in any jurisdiction, challenge, oppose, apply to register or maintain any application for registration, or seek to cancel the use or registration, of the Marks or any mark or name similar thereto.

3. This Assignment (together with the Purchase Agreement and the other agreements incorporated thereby) constitutes the entire agreement of the parties and supersedes all prior and contemporaneous agreements and understandings (including term sheets), both written and oral, between the parties, or either of them, with respect to the subject matter hereof. This Assignment may be amended, modified or supplemented only by a written agreement signed by each of Assignor and Assignee.

**PRESENT WHEN THE COMMON SEAL
of ODLUM GROUP
was hereunto affixed:**

Reader Kean
Donal King

**SIGNED BY
STURM FOODS, INC.,
by its authorized officer**

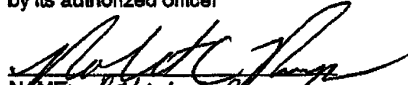
NAME: _____
TITLE: _____

IN THE PRESENCE OF:


NAME: _____
TITLE: _____

PRESENT WHEN THE COMMON SEAL
of ODLUM GROUP
was affixed:

SIGNED BY
STURM FOODS, INC.,
by its authorized officer


NAME: Robert C. Haggard
TITLE: Chief Operating Officer and
Chief Financial Officer

IN THE PRESENCE OF:


NAME: Eini Rommelt
TITLE: President and Chief
Executive Officer